

### **Amendment to Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1           1-44 (Cancelled).

1           45. (New) A method of operation, performed by a device,  
2    comprising:  
3           receiving by the device, from a first server of a first service  
4    provider, a request for registration information for a user of the device, the  
5    registration information requested including one or more personality  
6    characteristics;  
7           generating by the device, or the device causing a second server of  
8    a second service provider to provide, a personality profile to portray a  
9    desired persona, based at least in part on a service provided by the first  
10   service provider, the second service provider providing a personality  
11   service; and  
12          transmitting by the device, or the device causing the second server  
13   to transmit, the personality profile to the first server to respond to the  
14   request.

1           46. (New) The method of claim 45, wherein the method further  
2    comprises the device requesting the first service provider for information.

1           47. (New) The method of claim 45, wherein the personality profile  
2    is provided by the second server of the personality service provider, based  
3    at least in part on a service provided by the first service provider, and  
4    transmitted to the first server of the first service provider by the device ,  
5    and the method further comprises  
6           receiving by the device, the personality profile from the second  
7    server of the personality service provider.

1           48. (New) The method of claim 45, wherein the personality profile  
2 is provided by the second server of the personality service provider, and  
3 the method further comprises  
4           receiving by the device, a list of personality profiles from the  
5 second server of the personality service provider, the list having been put  
6 together by the second server of the personality service provider, based at  
7 least in part on a service provided by the first service provider, and  
8           selecting by the device, a personality profile from the list of  
9 personality profiles.

1           49. (New) The method of claim 45, wherein the personality profile  
2 is generated by the device, and transmitted to the first server of the first  
3 service provider by the device.

1           50. (New) The method of claim 45, wherein the method further  
2 comprises requesting by the device, to initiate an e-commerce transaction  
3 with the first service provider, or to participate in a chat session hosted by  
4 the first service provider.

1           51. (New) The method of claim 45, wherein said one or more  
2 personality characteristics comprise at least one selected from a group  
3 consisting of a description of hobbies, a description of interests, and a  
4 biographical description.

1           52. (New) A method of operation, performed by a first server of a  
2 first service provider providing a personality service, comprising:  
3           receiving by the first server, from a client device, a request to  
4 provide a personality profile for a user of the client device, for responding  
5 to a request of a second server of a second service provider, requesting  
6 for registration information for the user, the registration information  
7 requested including one or more personality characteristics;

8 providing by the first server, a personality profile for response,  
9 based at least in part on a service provided by the second service  
10 provider; and  
11 transmitting by the first server to the client device or the second  
12 server the generated personality profile to the second server of the  
13 second service provider.

1 53. (New) The method of claim 52, wherein said receiving  
2 comprises receiving by the first server, the one or more requested  
3 personality characteristics from the client device.

1 54. (New) The method of claim 52, wherein the method further  
2 comprises the first server ascertaining the service offered by the second  
3 service provider, based at least in part on a communication between a  
4 server of the second service provider and the first server.

1 55. (New) The method of claim 52, wherein said providing  
2 comprises  
3 identifying by the first server, for the client device, a plurality of  
4 personality profiles; and  
5 receiving by the first server, from the client device, a selection of  
6 one of the identified personality profiles.

1 56. (New) The method of claim 52, wherein said providing  
2 comprises generating by the first server one or more personality profiles,  
3 based at least in part on a service provided by the second service  
4 provider.

1 57. (New) The method of claim 52, wherein said one or more  
2 personality characteristics comprise at least one of a description of  
3 hobbies, a description of interests, and a biographical description.

1 58. (New) An apparatus comprising:

2 a storage medium having stored therein a plurality of programming  
3 instructions, designed to enable the apparatus to  
4 receive from a first service of a first service provider, a request  
5 for registration information for a user of the apparatus, the  
6 registration information requested including one or more  
7 personality characteristics,  
8 generate, or cause a second server of a second service to  
9 provide, a personality profile, based at least in part on a  
10 service offered by the first service provider, the second  
11 service provider providing a personality service, and  
12 transmit, or cause the second server of the personality service  
13 provider to transmit, the personality profile to the first server  
14 of the first service provider to respond to the request; and  
15 a processor coupled to the storage medium to execute the plurality  
16 of programming instructions.

1 59. (New) The apparatus of claim 58, wherein said plurality of  
2 instructions are further designed to enable the apparatus to perform at  
3 least a selected one from the group consisting of requesting information  
4 from the first service provider, initiating an e-commerce transaction with  
5 the first service provider, and participating in a chat session hosted by the  
6 first service provider.

1 60. (New) The apparatus of claim 58, wherein said plurality of  
2 instructions are designed to enable the apparatus to request the  
3 personality service provider for the personality profile.

1 61. (New) The apparatus of claim 60, wherein said plurality of  
2 instructions are further designed to enable the apparatus to receive a list  
3 of personality profiles from the personality service provider, and identify  
4 for the personality service provider a selected one of the list of personality  
5 profiles.

1           62. (New) The apparatus of claim 58, wherein said plurality of  
2 instructions are designed to enable the apparatus to generate the  
3 personality profile.

1           63. (New) The apparatus of claim 58, wherein said one or more  
2 personality characteristics comprise at least one of a description of  
3 hobbies, a description of interests, and a biographical description.

1           64. (New) An apparatus comprising:  
2           a storage medium having stored therein a plurality of programming  
3 instructions designed to enable the apparatus to provide a personality  
4 profile for a user of a client device for use to register the user with a  
5 service provider, based at least in part on a service provided by the  
6 service provider; and  
7           a processor coupled to the storage medium to execute the  
8 programming instructions.

1           65. (New) The apparatus of claim 64, wherein the programming  
2 instructions are designed to enable the apparatus to generate the  
3 personality profile based at least in part on a service provided by the  
4 service provider.

1           66. (New) The apparatus of claim 64, wherein the programming  
2 instructions are designed to enable the apparatus to provide a list of  
3 personality profiles to the client device, based at least in part a service  
4 provided by the service provider, and receive a selection from the  
5 provided list from the client device.

1           67. (New) The apparatus of claim 64, wherein said one or more  
2 personality characteristics comprise at least one of a description of  
3 hobbies, a description of interests, and a biographical description.

1           68. (New) The apparatus of claim 64, wherein said plurality of  
2 instructions are further designed to either enable the apparatus to transmit  
3 the personality profile to the client device, or transmit the personality  
4 profile to a server of the service provider.  
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